

ELEPHANT BUTTE DAM BUILDING

This Great Reservoir of Water is being pushed to completion as fast as money and men can work. Will water 180,000 acres of the most Productive Land in the World. El Paso Valley will be turned into a vast garden, where everything one wishes to eat will be raised.

TWO TO FIVE CROPS A YEAR

The El Paso Valley is located in western Texas, on the banks of the Rio Grande, that flows from the mountain valleys of the north for hundreds of miles, spreads out when it reaches El Paso, and for a distance of fifty miles winds through the lower valley like a ribbon of steel. The key to the entire valley of the Rio Grande both above and below El Paso, is at Elephant Butte, in the upper valley, where the river runs between two rock walls. There the government is now spending \$9,000,000 in constructing a reservoir that is second only to the great Assouan dam on the Nile in Egypt. From this great storage reservoir water will be taken to irrigate the valleys of the lower Rio Grande, including the Mexican side of the river below El Paso. Practically the total flow of the river will be stored behind this concrete wall and will be sent down the canals when most needed to make the crops and orchards grow and produce. This dam will rest on a base of bed rock and will extend from one granite wall to the other, with the spillways and intakes for the main canals running through solid rock to prevent any danger of injury to the dam itself in times of flood. Extending back from the dam for a distance of 45 miles will be an immense artificial lake that will be formed from the impounded waters of the river. On this plans are already being made for the erection of summer resort hotels and the establishing of motor boat lines for the use of the visitors to the great artificial lake.

The dam will not furnish water alone for the El Paso Valley, for there will be hundreds of acre feet more than needed behind the concrete wall when it is completed. There is a string of small valleys along the lower Rio Grande, beginning at the Las Palomas Valley near the dam site, and including the Rincon, Mesilla and El Paso valleys. The latter is divided by the river below El Paso into the Mexican and Texas valleys, the river being the international line. Treaty rights with Mexico have been established and the southern republic is to receive a part of the total flow of the river after it is stored in the Elephant Butte reservoir. But the storage capacity of this great dam is to be 2,000,000 acre feet, or enough water to cover that number of acres with a foot of water, and after the completion of the reclamation service work there will never be any danger of a shortage of water after the melted snows from the Rio Grande watersheds have been caught and conserved in the reservoir. A main canal 175 miles in length will distribute the water over the territory to be irrigated, each section receiving its proportionate supply at the hands of the government reclamation service.

There are no free lands to be secured that will come under the Elephant Butte project, all of the land that is now signed up for water rights being owned by individuals. These water rights are obtained by the payment of \$40 an acre in the form of ten annual payments of \$4 an acre. This sum is to be used in the repayment of the national government for the money spent in constructing the Elephant Butte dam, and the farmers of the valleys that are included under the scheme, will eventually own the complete irrigation system, although it is probable that

the government will continue to have supervision over the water supply in order to insure an equitable distribution.

Although there are no free lands to be obtained under the Elephant Butte project, hundreds of acres of lands on the mesa, too high to be reached by the irrigation waters, can be obtained at a very reasonable price. They can be put under cultivation by the use of gasoline engines to pump the water from the wells that are known to exist on all parts of the mesa. The same soil, the same climate and atmospheric conditions exist on the mesas to the east and west of the El Paso valley proper as are found in the valley itself. This plan has been tried successfully near Deming, New Mexico, and is being adopted in other parts of the west where it is impossible to get gravity water onto the land. There is an abundant underflow coming from the mountains and great mesa higher up, and which can be raised and run onto the land at a very small cost per acre. These underground waters, like the river water, contain plant food in solution that has been gathered from the rich soil of the mountains above and which is given to the plants when the water is taken up through the roots.

June is the summer month in the El Paso Valley, the month of ripening fruits and growing grain. The summer sun gets in its best lies for eight hours daily and the farmers make the most of the growing weather by cultivating and irrigating their crops. The heat of the sun, which at no time is oppressive, owing to the elevation and nearby mountains, works the wonderful magic of nature and the crops grow and produce under its rays like the flowers under the magician's wand. As the El Paso Valley is primarily an agricultural community, the summer season is welcomed as the greatest wealth producer that the country possesses and few are the complaints against the heat. If it is warm during the day, the cool nights recompense for it and it is never warm in the evening or at night. The mountains are near at hand and it is never necessary for the residents of the valley to go away from home to enjoy the privileges of a summer resort, for within a few miles are the mountains, where the high altitude cools the heat and the nights are ideal for sleeping. June is the warmest month and it comes at a time when the heat is most needed to ripen and flavor the fruits and grains. The apples are given their warm coloring by old Sol as he shines down during his eight hour shift every day, the grapes are tinted and the sweet grape sugar is formed in them from the heat of the sun, as it is done in a chemist's laboratory. The heat causes a more rapid evaporation of the irrigating waters and in this way more plant food is taken from the moist ground and distributed through the plants to cause them to grow and mature more rapidly.

While agriculture and fruit growing is the principal industry of the El Paso Valley, the cattle business is one that receives a large share of attention and which is the source of much of the section's wealth. The ranges on the mesa and in the mountain valleys are covered with fine blooded cattle that are being fattened for the Kansas City

and eastern markets. There are a number of large cattle ranches, any one of which could easily be used as the stage setting for a western cow puncher story and from which drove after drove of cattle are shipped to the fattening farms and the packing houses of the north and east. Profiting by the example of such men as Col. R. E. Smith, the alfalfa king of Texas, the farmers are coming to see the value of alfalfa on foot and many of them are making preparations to feed instead of shipping their hay next year. Hogs thrive on alfalfa and all that is necessary to prepare them for the market is to put them into a corn field for a few days before they are shipped in order to put the finishing touches onto his majesty, the porker, to make him fit as a fiddle for the breakfast table. Stock can also be fed and fattened in the same way. Dry alfalfa is considered the best possible feed for cattle and as from four to six crops can be raised on the land, the feeding capacity is only limited by the amount of space that can be devoted to the industry. Chickens also thrive in the valley, laying and reproducing at a rate that makes them a profitable side line to the regular industry of farming, or a business in itself worth while.

El Paso, the metropolis of the southwest, has nine railroads. It is the largest city between Los Angeles, Denver, Dallas and San Antonio, and is the center of the business of the entire district to be irrigated by the Elephant Butte dam. It is surrounded on the east and west by mesas that rise to the importance of mountains.

The elevation is 3800 feet, which insures an equable climate the year round. The so-called winter is little more than a continued fall, while the summer is moderated by the altitude and the mountain breezes that blow through the valley at all times. The climate of the El Paso Valley has been pronounced by government experts to be the finest in the northern hemisphere and the El Paso Valley and the city of El Paso enjoys the benefit of this supreme climate twelve months of each year. There are none of the extremes that make most every other widely advertised climate disagreeable at some season of the year, to be encountered in this valley of sunshine. The heat of the Arizona summer is tempered to that of the northern sections, and the cold of the Colorado mountain resorts is not to be found in the El Paso Valley. El Paso, the metropolis in this land of fruit, flowers and sunshine, is possessed of every attraction, historical and climatic, that makes the El Paso Valley the ideal place in which to live. To the young man it offers a future that promises to be rich in opportunities; to the middle aged the stability of its future appeals at once and sound investments are offered that have none of the elements of speculation about them; to the old persons, it holds out a climate that has none of the objectionable features of other sections of the country. The days of the bad men and boomer have gone and the legitimate business man, whether he is running a ranch or a bank, is the one that is shaping and controlling the destinies of the richest valley in the land, the El Paso Valley of the Rio Grande.

General Information About El Paso Valley by Writing to any of the Following:

NEWMAN INVESTMENT CO., 226 Mesa Ave., El Paso, Texas.

MATHEWS & DYER, 117 N. Stanton St., El Paso, Texas.

ANDERSON-FILLER REALTY CO., 27-28 Bassett-Edwards Block, El Paso, Texas.

CASSIDY & DAVIDSON, 211 Mills St., El Paso, Texas.

LONE STAR LAND CO., 213 Texas St., El Paso, Texas.

BUCHOZ & SCHUSTER, Caples Bldg., El Paso, Texas.

J. R. FISK, Trust Bldg., El Paso, Texas.

R. C. BAILEY LAND CO., Orndorff Bldg., 306 Mesa Ave., Loomis Bros., 202 Texas St., El Paso, Texas.

LATTA & HAPPER, 207 Mesa Ave., El Paso, Texas.

H. L. HOWELL, Herald Building, El Paso, Texas.

WM. MOELLER, Herald Bldg., El Paso, Texas.

HATTON REALTY CO., City Nat'l. Bank Building, El Paso, Texas.

AUSTIN & MARR, Caples Bldg., El Paso, Texas.

MAPLE & CO., 209½ Mesa Ave., El Paso, Texas.

JOSEPHUS BOGGS, 15 Morgan Bldg., El Paso, Texas.

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